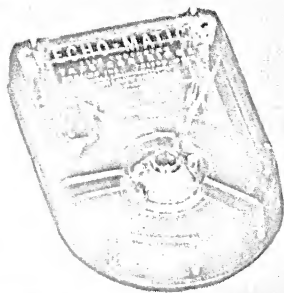
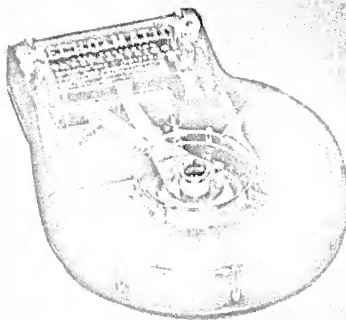


ECHO-MATIC TAPE CARTRIDGES



MODEL 1410



MODEL 1430

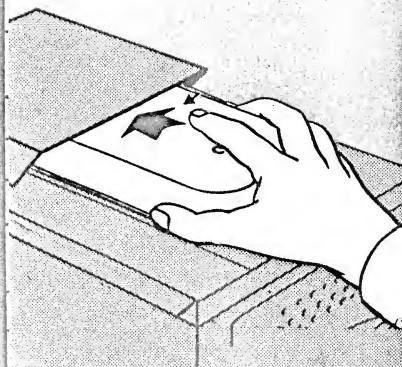


FIGURE 2

AUDIO ANNOUNCERS

AUDIO ANNOUNCER Repeaters and Recorders are designed for the exclusive use of ECHO-MATIC continuous tape cartridges. The Model 1410 ECHO-MATIC cartridge provides playing times from seconds to 15 minutes at 3-3/4 inches of tape per second (IPS). The larger Model 1430 ECHO-MATIC cartridge provides playing times from 15 minutes to 40 minutes at 3-3/4 IPS. All cartridges are supplied with a yellow leader visual strip for starting point identification, plus one conductive foil strip for shut-off. Additional shut-off strips may be added as required. Standard and custom loaded playing times are available from your dealer.

CARTRIDGE INSERTION

Before inserting the cartridge, its receiving carrier must be exposed outside the front edge of the mechanism cover (figure 1). If not visible, reach under the front edge of the mechanism cover and pull the carrier outward. All ECHO-MATIC cartridges have the same tamper-proof tape channel which protects the tape from damage when the cartridge is not in use. The tape is supported in an upward position at each corner of the cartridge by nylon tape lifters.

To engage the tape into operating position, simply align the front of the cartridge with the carrier (figure 2), and press forward firmly. There is a slight resistance to overcome the toggle action of the cartridge carrier and a greater force at the last 1/8" of travel is required to lock the cartridge into final play position.

IMPORTANT NOTE:

Failure to move the cartridge forward the final 1/8 inch into lock position may cause the tape to "wow" severely or not feed at all.

GENERAL PLAYBACK

1. Insert line cord into AC power supply.
2. Move AUDIO-RECORD switch to PLAY.
3. Slide ECHO-MATIC cartridge to be played.
4. Increase volume control slightly.
5. Move POWER SWITCH to START position.
6. If recording is equipped with foil shut-off to RUN position. If continuous operation position.

MICROPHONE RECORDING

1. Insert line cord into AC power supply.
2. Plug microphone into microphone input.
3. Turn on Audio Announcer by moving LOCKSPRING downward and slide.
4. Press LOCKSPRING downward and slide.
5. Speak into microphone and adjust VOLUME INDICATOR is adjusted as described.
6. Insert ECHO-MATIC cartridge to be recorded.
7. When recording is completed, return ECHO-MATIC cartridge is equipped with foil shut-off at the end of the tape channel. See: "For automatic shut-off with recording."
8. Re-start Audio Announcer to check recording.

TO RECORD FROM TAPES OR OTHER HIGH LEVEL SOURCES

1. Connect a shielded output cable from the source to be recorded to the input of the recorder. (See page 6.) Use standard tape recorded should be adjusted to match the output of the Audio Announcer, under "Microphone Recording".

anty

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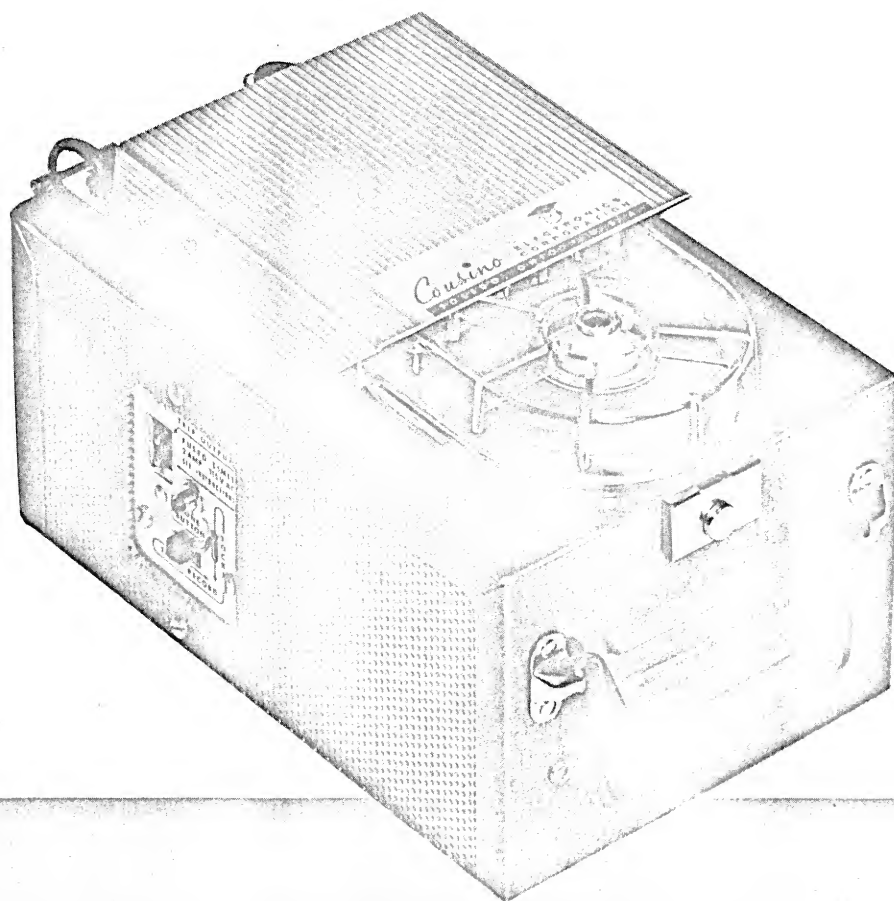
Customer must register
filling in the attached
certificate within 10 days.

necessary, for any reason, contact the
He will service it for you or recommend
any service or repairs can be done in
minimizing delay and added inconvenience
If you wish the factory to service this
possible, to avoid damage. Ship pre-
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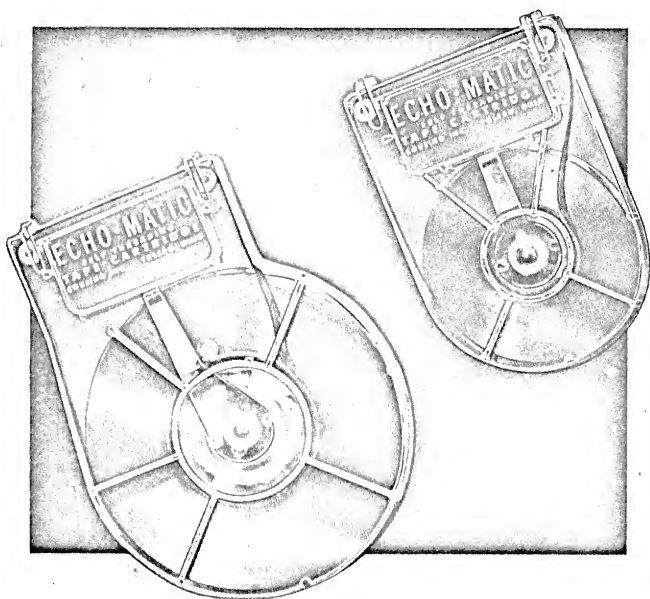
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OPERATING INSTRUCTIONS FOR ORR - COUSINO MAGNETICS **AUDIO ANNOUNCERS**

MODELS R-7320 • AR-7328 • RR-7331 • SR-7341



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ECHO-MATIC TAPE CARTRIDGES

The heart of all Audio Announcers

Echo-Matic Cartridges are loaded with dependable Cousino Friction Free Tape and available in variable playing times to 40 minutes at $3\frac{1}{4}$ inches of tape per second. All Audio Announcers easily convert to $1\frac{1}{2}$ I.P.S. speed, with simple internal belt change, which double listed playing times of Echo-Matic Cartridges.

| | |
|-------------------------------|-------------------------------|
| 1410-3...3 Minutes ...\$3.25 | 1410-10...10 Minutes...\$4.25 |
| 1410-6...6 Minutes ... 3.75 | 1410-12...12 Minutes. 4.60 |
| 1410-15...15 Minutes...\$4.95 | |

Model 1430—Long play version of Model 1410 with playing times to 40 minutes at $3\frac{1}{4}$ I.P.S.

| | |
|-------------------------------|-------------------------------|
| 1430-30...30 Minutes...\$5.95 | 1430-40...40 Minutes...\$7.95 |
|-------------------------------|-------------------------------|

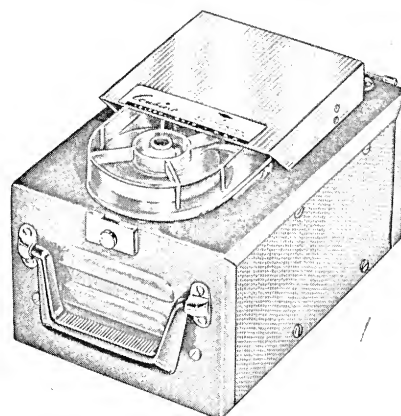
FF-510 Cousino Friction Free Tape

Available in 450'; 900' and 1800' reels. Friction Free tape is the only tape to work successfully in Echo-Matic tape cartridges. Cousino Friction Free tape is the original Friction Free coated loop tape and is the most dependable available at standard prices. Friction Free tape No. 510 is oxide coated on one side only.

| | |
|----------------------------------|-------------------------------|
| FF-510-4.5...450' Reel ...\$3.75 | FF-510-9...900' Reel...\$6.15 |
| FF-510-18...1800' Reel...\$11.25 | |

SR-7341—SYNCRO-REPEATER

Newest, most compact, completely transistorized, with all facilities including trip-tone recording and playback. Especially suitable for audio-visual projection when coupled with most audio-visual remote controlled slide and film-strip projectors. "On demand" start with push button, mat switch, capacity switch, and other activating sources. Built-in amplifier and speaker. Foil strip tabs for "end of cycle" shut-off. Jack for external speaker. Power outlet (75 watts) can be turned on or off automatically with message to light up or to animate display. Slide switch allows optional continuous or repetitive replay of tapes or automatic shut-off when metal foil is located on tape. Weight: 9 lbs. 6" x 6" x 9" long. Less microphone, \$229.95



RR-7331—RECORDER-REPEATER

Most popular model for recording and play-back where recordings are changed frequently. Completely transistorized, no warm up of amplifier required. Single unit with built-in amplifier and speaker. Ideal for display use and for automatic playback, etc. Responds quickly "on demand" by push button, foot mat switch and other activating sources. Foil strips can be attached for "end of cycle" shut-off. Special slide switch for optional repetitive re-play or stops. External speaker jack. Power outlet (75 watts) turns lights or animation on or off automatically with message. Weight 9 lbs. 6" x 6" x 9" long. Less microphone, \$169.95

Pioneers of the TIME TESTED

AUDIO VENDOR

AUTOMATIC MESSAGE REPEATING MAGNETIC TAPE MAGAZINE

Single-Reel Tape Magazine that instantly converts your tape recorder into a continuous operating message repeater.

NO Rewinding Necessary NO Attention Necessary

Repeats your message, lesson, or other recorded material regularly and continuously -- hour after hour, day after day, without trouble or attention.

SALES PROMOTION
SALES DISPLAYS
LANGUAGE PRACTICE
TEACHING
BROADCASTING
HOME RECORDINGS
SAFETY DEVICES
AUDIO-VISUALS
TELEPHONE ANSWERING
AUTOMOBILE RECORDING
DICTATION



*Continuous playback
from recorded tape*